

**Mariana Mill, M.A.**

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[www.marianamill.com](http://www.marianamill.com)

born on 13<sup>th</sup> August 1974 in Vienna

Citizenship: Austrian

**Work experience**

**From September 2009 until now**

**International Project Director**

**Zepter International**

Plan and carry out activities in the scope of operations, marketing, sales and training activities  
Responsible for product research and development  
Communication with the producer and/or supplier  
Planning of production; planning and executing product launches in the countries  
Planning, developing and implementing marketing strategies and marketing activities  
Creating, maintaining and developing brand awareness  
Planning, developing and implementing sales strategies  
Monitoring the performance of sales functions in the countries and taking remedial action to ensure that sales targets are met  
Maintaining an awareness of developments in sales techniques to ensure that the company's maximum sales potential is realised  
Planning, developing and executing product trainings in the countries  
Defining proposals for product&sales development  
Implementing and executing agreed sales and marketing projects  
Identifying and developing new business opportunities

**December 2007 – June 2009**

**Autonomous project manager**

**for different customers:**

Planning, organization and accomplishment of marketing strategies  
Training: on product and selling  
Moderation of great events and conferences  
Teleshopping on TV and Internet-TV  
Strengths: team spirit , initiative, , global way of thinking, self confidence on the international scene, knowledge  
and expertise of the East -European markets , direct marketing experience, TV/Media knowledge

**October 2005 – November 2007**

**Marketing director, Co. PM-International AG, Speyer**

Planning and implementing marketing and selling strategies  
Product and brand management  
Creation of a new business area („Business & LifeStyle“ - Merchandising collection) and turnover increase for the existing products (autonomous management of the area within the assigned budget parameters with responsibility of turnover and commissions)  
Inter-divisional coordination for project introduction and optimization (Marketing, distribution, purchase department, quality control, customer service, order acceptance, controlling)  
Relaunch concept  
Public relations within the company ( also member of the editorial team of the magazine for resellers and customers)  
Representation of the Company in different media and broadcasting  
Development and moderation of company-internal talk-shows  
Moderation of company-internal great events (with up to 8.000 guests )

### **November 2002-August 2005**

**Planning & moderation of the company-internal TV-broadcasting „In-Style by Mariana Mill“** in German, English, Italian and Serbo-Croatian at TV.MODA, Milan

### **2001-2004**

**Moderation of different international events such as, for instance:**

For the Co. Amgen in Rome : presentation of a gala evening with the German actor Mario Adorf);

For the Co. Zepter : different annual meetings;

For the Co. PM-International : different annual meetings;

Gala-Events : „Amici della Lirica“ in Milan , „Gala di Savoia“ in Milan , etc.

### **Summer 1994-Summer 2000**

**Marketing assistant for the Company Zepter International in Milan and Vienna**

Also assistant in planning, organizing and implementing marketing and sale promotion activities , organization of events, contacts with media, assistance to big customers, promotion, discussion of contracts, organization of international fairs

(Frankfurt, Paris, Milan, Chicago, etc.)

### **Schooling**

#### **October 2001-July 2002**

Master of Advanced International Studies, The diplomatic Academy of Vienna and Vienna University

#### **October 2000-July 2001**

Postgraduate studies in International Affairs, The diplomatic Academy of Vienna and Vienna University

#### **September 1999-June 2000**

BA (Hons) in Business, Administration and Management, NewCollege Durham, United Kingdom

#### **January 1996-June 1999**

Diploma in International Management and Business, European Management Academy of Vienna

#### **September 1998-December 1998**

Semester Abroad at the Pace University of New York

#### **February 1998-March 1998**

Certificate of the Chamber of Commerce of Paris (Diplom supérieur der französischen Sprache), Paris

#### **January 1995-December 1995**

Diploma in English, French and Italian at the Berlitz School of Languages, Vienna

#### **November 1993-December 1994**

Studies of Serbo-Croatian Language in Belgrade

#### **October 1993**

High school in Vienna, school leaving examination

### **Skills**

Good EDV-skills

Microsoft Office including PowerPoint

Different further training courses

### **Languages**

German: mother language

English: fluent

Italian: fluent

Serbo-Croatian: fluent

French: very good